

Butlerville Days – A tribute to the city's history

Why is the city's premier event called "Butlerville Days?" The answer lies in the past.

In September 1857, land near the mouth of Big Cottonwood Canyon was deeded to Samuel Butler, who joined other families living in the area. Samuel's five sons were very young at this time, but the colorful Butler brothers stayed in the area and raised their own families here.

In 1877 Salt Lake County created the Butler Precinct, in honor of one of the Butlers. In 1881, two of the Butler brothers--Leander and Philander--sold property to Deseret News, which built a paper mill along Big Cottonwood Creek in 1883. The Old Mill is still standing today.

At that time, all of Butlerville, a large part of Union, and smaller parts of Granite and Cottonwood were combined to form a community that includes present-day Cottonwood Heights. Butlerville Days, then, was created in honor of that nostalgic era in our city's early history.

Become a part of our history - be a Butlerville Days Sponsor!

Each year more than 10,000 people attend Butlerville Days, and your business could help us make it even more successful! Imagine the positive response when your business is advertised as the main sponsor of our parade, car show, entertainment or even the fireworks show! Think of the exposure your business will get when its name is announced from the main stage.

We have many different sponsorship levels and would enjoy talking with you about each of them. We are excited to help your company contribute to the history of Cottonwood Heights!

Butlerville Days Events

Butler Park, 7500 South 2700 West
Behind the Cottonwood Heights Recreation Center

July 23

Inflatables
Food Vendors
Movie in the Park

July 24

5K Run
Parade
Inflatables
Car Show
Food Vendors
Historic Display
Pie Eating Contest
Live Music
Kids' Games
Free Watermelon
Watermelon Drop
Fireworks

For more information contact
Cottonwood Heights
City Events Coordinator
Ann Eatchel at aeatchel@ch.utah.gov
or call 801-550-8225



SPONSORSHIP PACKAGES

Platinum Sponsor..... \$5,000

- » 1 Recognition banner above main stage (40'x 4' banner)
- » 3 Street banners
- » 1 Recognition banner in the parade
- » 1 Recognition banner in the park
- » Activity booth in the park*
- » Verbal recognition from the stage
- » Logo placement on marketing materials
- » Logo placement on event shirts
- » 2 VIP parking passes for the event
- » 2 Wrist bands for the inflatables
- » Butlerville Days event shirt

Gold Sponsor \$2,500

- » 2 Street banners
- » 1 Recognition banner in the parade
- » 2 Recognition banners in the park
- » Activity booth in the park*
- » Verbal recognition from the stage
- » Logo placement on marketing materials
- » Logo placement on event shirts
- » 1 VIP parking pass for the event
- » 2 Wrist bands for the inflatables
- » Butlerville Days event shirt

Silver Sponsor \$1,500

- » 2 Street banners
- » 1 Recognition banner in the park
- » Activity booth in the park*
- » Verbal recognition from the stage
- » Logo placement on marketing materials
- » Logo placement on event shirts
- » 1 VIP parking pass for the event
- » 2 Wrist bands for the inflatables
- » Butlerville Days event shirt

Event Sponsor \$1000

You can be a part of Butlerville Days by sponsoring one of our events in the park. Events are: Children's Games, Car Show, Parade, Historical Display, Pie Eating Contest, Food Court or Information Area.

- » 1 Street banner
- » 1 Recognition banner in the park by sponsored event
- » Verbal recognition from the stage
- » Logo placement on marketing materials
- » Logo placement on event shirts
- » 1 VIP parking pass for the event
- » 1 Wrist band for inflatables
- » Butlerville Days event shirt

Leaders of CH \$500

- » 1 Street banner
- » 1 Recognition banner in the park
- » Verbal recognition from the stage
- » Logo placement on marketing materials
- » Logo placement on event shirts
- » Butlerville Days event shirt

Supporters of CH \$250

- » 1 Street banner
- » Logo placement on marketing materials
- » Butlerville Days events shirt

Friends of CH \$100

- » Logo placement on marketing materials
- » Butlerville Days event shirt



5K SPONSORSHIPS

We are expecting to have more than 500 runners.

Gold Level..... \$500

- » 1 Recognition banner at the start of the race.
- » 5 Entries into the race
- » Large logo on race shirts
- » Race shirt
- » Logo on race entry form
- » Logo in Cottonwood Heights newsletter

Silver Level.....\$250

- » 1 Recognition banner at the start of the race.
- » 2 Entries into the race
- » Medium logo on race shirts
- » Race shirt
- » Logo on race entry form
- » Logo in Cottonwood Heights newsletter

Bronze Level..... \$100

- » 1 Entry into the race
- » Small logo on race shirts
- » Race shirt
- » Logo on race entry form
- » Logo in Cottonwood Heights newsletter

*ACTIVITY BOOTH RULES:

Silver Sponsors and higher may opt to have an activity booth at the event. Booths may open any time after 4:00 p.m. but must close down before the fireworks begin. Activities offered at the booths should be geared toward children and families and may promote the sponsor's brand or product. Activities that deliver a public service message are also accepted. No sales are allowed at activity booths! Booth activities and themes must be pre-approved by the Butlerville Days Committee—no exceptions.

